

V-3

Atlas

POWER LAWN AND
GARDEN EQUIPMENT
FOR 1967

featuring the

**GRASS
JET
SERIES**





MODEL H20D (shown with optional Grass Catcher)



Engine	3 H.P. Briggs & Stratton Recoil Starter	Handle	Chrome with Hi-Lo and Stor-Mower feature
Blade size	19"	Controls	Choke-A-Matic on handle
Wheels	8" semi-pneu. steel	Net wgt.	54 lbs.
Wheel bearings	Shielded ball bearings	Ship. wgt.	63 lbs.
Height adjustment	5 position Quick-A-Matic	Replacement blade	No. 1-75
Cutting heights	1" to 3½"	Grass catcher	No. 119-17

All These Features!



"Grass Jet" Deflector Chute extends into deck to pick up and direct clippings out in a steady stream.



Austempered Rake-Type Front makes the H Series easier to push in heavy, tall grass.

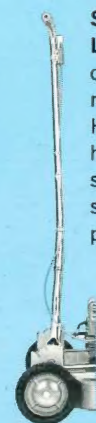


Leaf Mulcher Attachment: included as standard equipment.



Shielded Ball Bearing Wheels make Atlas mowers roll easier, give added protection against sand and dirt damaging bearings.

5-Position Quick-A-Matic Wheel Cutting Height Adjustment: Lever can be easily moved to any of five different positions.



Stor-Mower Handle Lock on all models except self-propelled models, HP20 and HP22. Stor-Mower handle saves space in storage . . . locks in space-saving vertical position.



MODEL H22D



Compare what you get with GRASS JET

5 great models! Quality-built by Atlas with all today's **most-wanted** features at compare-anywhere prices! • Dependable Briggs & Stratton power. • Close-up left-side trimming. • Rake front design for easy going in tall grass. • Easy offset Quick-A-Matic cutting height adjusters. • Austempered steel blades. • And more!

	MODEL H22D	MODEL HE20A
Engine	3½ H.P. Briggs & Stratton Recoil Starter	1¼ H.P. General Electric
Blade size	21"	19"
Wheels	8" semi-pneu. steel	8" semi-pneu. steel
Wheel bearings	Shielded ball bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic	5 position Quick-A-Matic
Cutting heights	1" to 3½"	1" to 3½"
Handle	Chrome with Hi-Lo and Stor-Mower feature	Chrome with Hi-Lo and Stor-Mower feature and Cord-tender attached
Controls	Choke-A-Matic on handle	On-Off switch on handle
Net wgt. - Ship. wgt.	57 lbs. - 66 lbs.	51 lbs. - 60 lbs.
Replacement blade	No. 1-77	No. 1-75
Grass catcher	No. 119-17	No. 119-17

MODEL HE20A



• Exclusive Atlas **Cordtender** cross-over arm for HE20A electric makes it easy to switch cord to either side. • Motor protected by special slip clutch. • Optional 100 ft. heavy-duty 14-gauge 3-wire cord. Part No. 47-435.

MODEL HP20



	MODEL HP20 Self-propelled	MODEL HP22 Self-propelled
Engine	3 H.P. Briggs & Stratton Recoil starter	3½ H.P. Briggs & Stratton Recoil starter
Blade size	19"	21"
Wheels	8" semi-pneu. steel	8" semi-pneu. steel.
Wheel bearings	Shielded ball bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic-front; Wheel bolt-rear	5 position Quick-A-Matic-front; Wheel bolt-rear
Cutting heights	1" to 3½"	1" to 3½"
Handle	Chrome with Hi-Lo adjustment	Chrome with Hi-Lo adjustment
Controls	Choke-A-Matic control on handle	Choke-A-Matic control on handle
Net wgt. - Ship. wgt.	66 lbs. - 75 lbs.	69 lbs. - 78 lbs.
Replacement blade	No. 1-75	No. 1-77
Grass catcher	No. 119-17	No. 119-17



Self-Propelled Models. Rugged, heavy-duty gear driven pinions, synchronized with ground-gripping gear tread on rear tires. Safety handle control disengages drive automatically when pushed down. Lock-out latch for safer starting, and for pushing by hand.

MODEL HP22





Atlas

STAGGERED WHEEL MOWERS

... the Price Pleasers

MODEL A20C

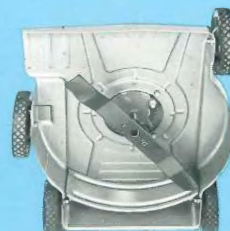
Engine	3 H.P. Briggs & Stratton Recoil Starter	Handle	Chrome with Hi-Lo and Storage adjustment
Blade size	19"	Controls	Choke-A-Matic on handle
Wheels	7" semi-pneu. steel	Net wgt.	46 lbs.
Wheel bearings	Shielded ball bearings	Ship wgt.	54 lbs.
Height adjustment	3 position wheel bolt	Replacement blade	No. 1-75
Cutting heights	1" to 3"	Grass catcher	Not available



Stor-Mower Handle Lock saves valuable storage space ... locks in space-saving vertical position.



Autotempered Steel Blades: for sharp, precision cutting. Long-lasting and effective in heaviest grass. Easily replaceable.



Baffle: The curved shield at the back gives rounder contour to the cutting chamber, creates suction that pulls grass upright for quicker, even cutting. It also prevents clogging, and serves as an extra steel guard between blade and operator.



MODEL A22B

Engine	3 H.P. Briggs & Stratton Recoil starter
Blade size	21"
Wheels	8" semi-pneu. steel
Wheel bearings	Shielded ball bearings
Height adjustment	3 position wheel bolt
Cutting heights	1" to 3"
Handle	Chrome with Hi-Lo and storage adjustment
Controls	Choke-A-Matic on handle
Net wgt. - Ship. wgt.	54 lbs. - 63 lbs.
Replacement blade	No. 1-77
Grass catcher	Not available



MODEL B22A

Engine	3 H.P. Briggs & Stratton Impulse starter
Blade size	21"
Wheels	8" semi-pneu. steel
Wheel bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic
Cutting heights	1" to 3"
Handle	Chrome with Hi-Lo and storage adjustment
Controls	Choke-A-Matic and starter release on handle
Net wgt. - Ship. wgt.	61 lbs. - 70 lbs.
Replacement blade	No. 1-77
Grass catcher	Not available



MODEL SP22B — Self-Propelled

Engine	Self-propelled 3 H.P. Briggs & Stratton Recoil starter
Blade size	21"
Wheels	8" semi-pneu. steel
Wheel bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic-Front; wheel bolt-rear
Cutting heights	1" to 3"
Handle	Chrome with Hi-Lo and storage adjustment
Controls	Choke-A-Matic on handle
Net wgt. - Ship. wgt.	65 lbs. - 74 lbs.
Replacement blade	No. 1-77
Grass catcher	Not available



Self-Propelled Drive: Rugged, heavy-duty gears. All-steel pinions transmit power to natural rubber tread on rear tires.

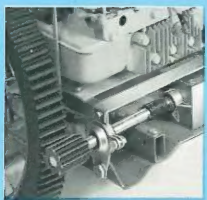




Atlas

COUNTRY GENTLEMAN ESTATE MOWERS

Country Gentleman high wheel mowers are well balanced and easy to handle on rough ground and sandy soil. The blade is driven by a heavy-duty V belt and turns on sealed, permanently lubricated ball bearings. The austempered, rake-type front makes the "M" series mowers easier to push in heavy, tall grass. The Grass Jet deflector/chute extends into the deck to pick up and direct clippings out in a steady stream. The blade engagement control (mounted on the handle) provides easier, safer starting by permitting the operator to start the engine before engaging the blade. The blade can be stopped when crossing driveways, etc. A Leaf mulcher plate is standard equipment.



M310A Self-Propelled Drive. Rugged, heavy-duty gear driven pinions synchronized with ground-gripping gear tread on rear tires give positive traction in all conditions.

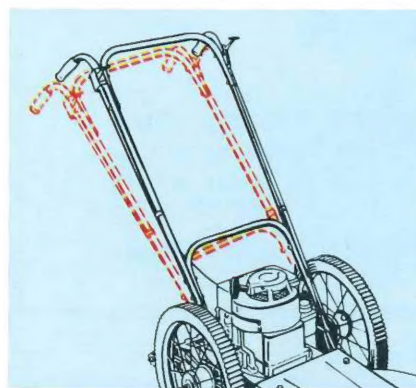


MODEL 310A Self-Propelled Country Gentleman

Engine	3½ H.P. Briggs & Stratton Recoil starter
Blade size	21" belt driven
Wheels	8" semi-pneu. steel Front; 16" bicycle - Rear
Wheel bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic - Front; Wheel bolt - Rear
Cutting heights	1" to 3"
Handle	Chrome plow type
Controls	Choke-A-Matic, and blade engagement on handle
Net wgt.	109 lbs.
Ship. wgt.	118 lbs.
Replacement blade	No. 1-77
Grass catcher	No. 119-17

MODEL M110A Push Type Country Gentleman

Engine	3½ H.P. Briggs & Stratton Recoil starter
Blade size	21" belt driven
Wheels	8" semi-pneu. steel - Front; 16" bicycle - Rear
Wheel bearings	Shielded ball bearings
Height adjustment	5 position Quick-A-Matic - Front; Wheel bolt - Rear
Cutting heights	1" to 3"
Handle	Chrome plow type
Controls	Choke-A-Matic, and blade engagement on handle
Net wgt.	96 lbs.
Ship. wgt.	105 lbs.
Replacement blade	No. 1-77
Grass catcher	No. 119-17



Exclusive Atlas Drive Control on the M310A is virtually semi-automatic. Push handle ahead as you start and self-propelled drive is engaged . . . push it down and it's disengaged. No levers to flip . . . hands stay on the grips to maintain control of the mower at all times.

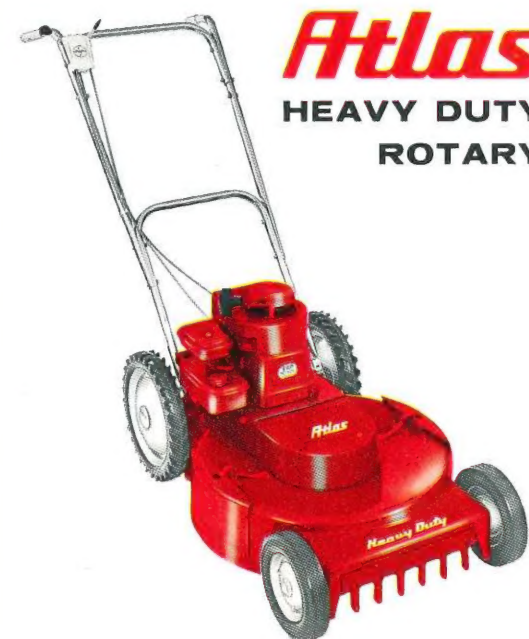
Atlas BIG WHEEL Commercial/Institutional Mower

MODEL BW100

Engine	4 H.P. Briggs & Stratton Recoil starter
Blade size	24" belt driven
Wheels	6" semi-pneu. steel - Front; 20" bicycle - Rear
Wheel bearings	Sintered iron-Zerk fitting - Front; Shielded ball bearings - Rear
Height adjustment	4-position-spacers - Front 4-position-wheel bolt - Rear
Cutting heights	1" to 3¼"
Handle	Chrome plow type Hi-Lo adjustment
Controls	Throttle on handle
Net wgt.	121 lbs.
Ship. wgt.	130 lbs.
Replacement blade	No. 1-79
Grass catcher	Not available



BW100 — Built for heavy-duty, commercial/institutional use. Double V-belt drive with adjustable tension — horizontal shaft engine — centrifugal clutch. 20" heavy duty nylon pneumatic tires mounted on double thickness chrome steel rims — zinc-plated adjustable spokes. Front wheels can be locked or allowed to swivel freely on Zerk grease-fitted needle bearings. Blade shaft turns on permanently lubricated ball bearings. Mulcher plate standard equipment.



MODEL HD100A

Engine	3 H.P. Briggs & Stratton Recoil starter
Blade size	21" belt driven
Wheels	8" semi-pneu. steel - Front; 12" semi-pneu. steel - Rear
Wheel bearings	Shielded ball bearings
Height adjustment	4 position-wheel bolt
Cutting heights	1¼" to 3¼"
Handle	Chrome plow type
Controls	Choke-A-Matic and blade engagement on handle
Net wgt.	95 lbs.
Ship. wgt.	104 lbs.
Replacement blade	No. 1-77
Grass catcher	Not available

HD100A — Heavy duty rotary. V-belt blade drive reduces engine strain — blade shaft turns on sealed, permanently lubricated ball bearings — clutch permits stopping blade. Two port openings with quick-action hinged port covers. Austempered rake-type front for easier pushing in heavy, tall grass.



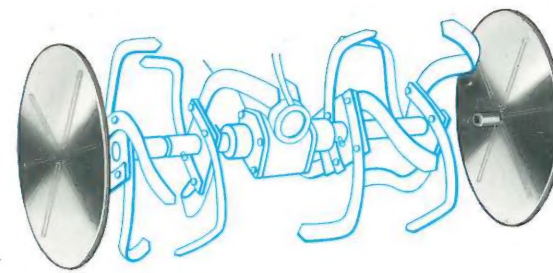


Atlas

ROTARY POWER TILLERS

4 Models . . . two
with Power Reverse

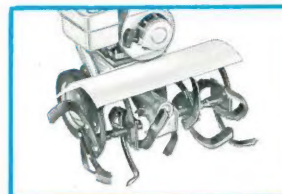
	MODEL T100A	MODEL T200A	MODEL T300A & T500* with Power Reverse
Engine	3 H.P. Briggs & Stratton Recoil starter	4 H.P. Briggs & Stratton Recoil starter	4 H.P. & 5 H.P.* Briggs & Stratton Recoil starter
Tilling width	26"	26"	26"
Tines	16 bolo tine blades 14" diameter	16 bolo tine blades 14" diameter	16 bolo tine blades 14" diameter
Wheels	10 x 1.75 semi-pneu. steel, retractable for tilling	10 x 1.75 semi-pneu. steel, retractable for tilling	10 x 1.75 semi-pneu. steel, retractable for tilling
Handle	Heavy steel tubing	Heavy steel tubing	Heavy steel tubing
Controls	Choke-A-Matic, and drive controls on handle	Throttle, and drive controls on handle	Throttle, drive and reverse controls on handle
Depth stick	Adjustable for tilling	Adjustable for tilling	Adjustable for tilling
Drive belt	Heavy duty; oil and heat resistant	Heavy duty; oil and heat resistant	Heavy duty; oil and heat resistant
Pulleys	Spring loaded idler pulleys	Spring loaded idler pulleys	Spring loaded idler pulleys
Gear box	Cast iron	Cast iron	Cast iron
Net wgt. - Ship. wgt.	119 lbs. - 128 lbs.	124 lbs. - 133 lbs.	133 lbs. - 142 lbs. 137 - 146 lbs.*
Furrowing tool	No. 23-35	No. 23-35	No. 23-35
Extension tines	No. 84-16	No. 84-16	No. 84-16
Cultivating shields	Kit No. 39-33	Kit No. 39-33	Kit No. 39-33



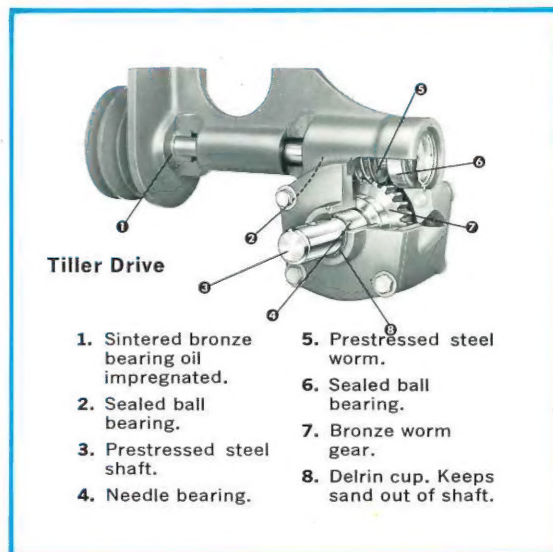
Cultivating Shields. Mount on ends of tine shaft to keep soil from burying small plants. Deflects larger plant branches from tines. Helps keep vines from tangling on tine shaft. Kit No. 39-33.



Furrowing Tool Available. Till and furrow at the same time with this handy tool that fits all Atlas models. Part No. 23-35.



Fender Shield. Full-width over tines keeps engine and operator protected from soil turned up by tilling action.



Tiller Drive

1. Sintered bronze bearing oil impregnated.
2. Sealed ball bearing.
3. Prestressed steel shaft.
4. Needle bearing.
5. Prestressed steel worm.
6. Sealed ball bearing.
7. Bronze worm gear.
8. Delrin cup. Keeps sand out of shaft.



Extension Tines: boost tilling width an extra 10" where the job requires. Available for all 4 tiller models at modest cost . . . Part No. 84-16.



MODEL B10

Atlas

EDGER/TRIMMER

Three-Wheel Design
for Balance In Any
Edging or Trimming
Position

Engine	2 H.P. Briggs & Stratton Recoil starter
Blade size	9"
Blade bearing	Shaft turns on two double- shielded ball bearing units
Wheels	8" semi-pneu. steel
Wheel bearings	Sintered iron
Height adjustment	Crank mounted on handle
Handle	Tubular bail type, painted white
Controls	Choke-A-Matic on handle
Housing	Welded steel on 1/4" x 1" steel chassis framing
Net wgt. - Ship. wgt.	47 lbs. - 56 lbs.
Replacement blade	No. 1-34



6-Position Blade Adjustment. Gives range from narrow edging to blade-length trim. Height of blade regulated by Crank-A-Matic adjustment on handle.



best
year yet...
for
Atlas

nationally
advertised

Atlas
SELF-PROPELLED
REEL MOWERS

	MODEL RL-18A	MODEL RL-21A
Engine	2 H.P. Briggs & Stratton Recoil starter	2 H.P. Briggs & Stratton Recoil starter
Blade size	18" 5 austempered alloy steel knives - 6" dia. reel	21" 5 austempered alloy steel knives - 6" dia. reel
Wheels	10½" cast iron semi-pneu.	10½" cast iron semi-pneu.
Height adjustment	Wheel and roller adjustments	Wheel and roller adjustments
Cutting heights	⅝" to 2½"	⅝" to 2½"
Handle	Chrome with Stor-Mower feature	Chrome with Stor-Mower feature
Controls	Choke-A-Matic and drive controls on handle	Choke-A-Matic and drive controls on handle
Net wgt. - Ship. wgt.	94 lbs. - 103 lbs.	99 lbs. - 108 lbs.
Grass catcher	No. 119-4	No. 119-4
Grease gun service kit	No. 23-31	No. 23-31



Tapered Roller Bearings on Atlas Reel Mowers give precision cutting action and help retain accuracy of adjustment.



Rugged Steel Side Plate. Accurate, long-life construction.



Full-Range Cutting Heights. Three Wheel adjustments and 7 roller adjustments provide full range of cutting heights from ⅝" to 2½".



Idler Activated V-Belt Clutch. Cushions shocks to engine. Idler has permanently lubricated ball bearings.



Atlas mowers are writing **more** sales history with new records for '64 - '65 and '66. And now comes 1967! **Best Year Yet . . . for Atlas!**

Reason? Atlas offers **more** for the money. More quality! More features!

We **dare to compare!** See for yourself. Check a **fully-equipped** Atlas mower with any other leading make . . . feature for feature! Then compare prices!

Atlas is the winner every time with features like real safety engineering design — deep drawn all-steel decks — big steel wheels with ball bearings — Quick-A-Matic wheel adjusters — Stor-Mower adjustable handles — to name just a few. All made by Atlas from Atlas' own dies. All real self-sellers! All for dollars less!

Ask about Atlas shipments . . . even at the height of the season! The word is: On-time-shipping . . . every time! Ask about Atlas service. It's the best. Parts orders get on their way **FAST**. Dealers and distributors can depend on Atlas.

No wonder more leading wholesalers are turning to Atlas . . . an additional 14 last year alone. No wonder, too **Atlas sales increased more than double the industry average last year.**

Make this your best mower year yet. Build sales and profits and win more happy customers with the best mower line yet . . . Atlas for 1967!

Look for Atlas mowers in America's top home and lawn care magazines. Atlas pre-sells your best prospects next spring in House Beautiful • Better Homes and Gardens • Flower and Garden • House & Garden • Better Homes & Gardens Garden Ideas for 1967 — Flower Grower — The Home Garden.

House & Garden

**Better
Homes
and Gardens**

**Flower
and
Garden.**

Better Homes & Gardens
**GARDEN
IDEAS** for 1967

House Beautiful

Flower Grower
**the
Home Garden**

Atlas WHEELS

Part No.	Description	Original Equipment		Part No.	Description	Original Equipment		Part No.	Description	Original Equipment	
3-7	6 x 1.50 sleeve bearing			3-64	7 x 1.50 sleeve bearing	D20B, D22B3, J22C		3-65	7 x 1.50 ball bearing	A20C	
3-62	6 x 1.50 sleeve bearing	BW100 front		3-8	8 x 1.50 sleeve bearing			3-66	8 x 1.75 ball bearing	A22B, B22A, SP22B (front) H20D, H22D, HP20 (front) HP22 (front) HE20A M110 (front) M310 (front)	

$\frac{1}{2}$ " dia. bore in all wheels. No. 3-7 has $1\frac{1}{16}$ " hub width, all others have $1\frac{5}{8}$ " width.

Atlas

POWER MOWER REPLACEMENT BLADES

Faster Service than Sharpening . . . and More Profit, too!



FIT 95%
OF ALL MOWERS
Center hole 1" diameter.
Use bushing to reduce to $\frac{3}{8}$ ".

ORIGINAL EQUIPMENT BLADES AND ADAPTERS

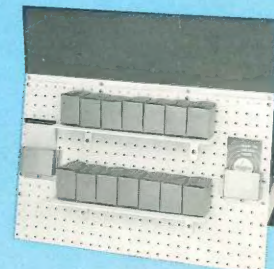
Part No.

- 1-34 — 9" blade on Edger/Trimmer.
- 1-75 — 19" blade on all 20-inch mowers.
- 1-77 — 21" blade on all 22-inch mowers including Heavy Duty and Country Gentleman series.
- 1-79 — 24" blade used on BW100 mower.
- 15-5 — Blade mounting adapter used on "H" series models (except HE20 electric)
- 15-13 — Blade mounting adapter for all staggered wheel models.



All Atlas Blue Blades
Are Austempered Steel

Display Stand included with every BD-3 assortment. Displays full range of sizes, offset or flat, complete with adapters. Storage shelf on back of display for blade hardware and literature.



NOW! All Those Trade-Up Features at a Low Price!

with **Bellaire**

The PRICE-PLEASER LINE from ATLAS

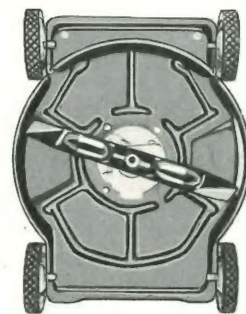


OUT TO THE
EDGE TRIMMING!
Blade Trims Out To
1/2-Inch From Both
Sides.

BELLAIRE Model J22C

Blade: 21" austempered steel. **Engine:** 4-cycle, 3 H.P. Briggs & Stratton. Choke-A-Matic control. "Easy-Spin" rewind starter. **Housing:** 14-gauge steel. **Baffle:** Curved baffle at rear to reduce clumping and give faster, cleaner cutting. **Trimming Edge:** Out to 1/2-inch from either side. **Wheels:** 7-inch diameter; sintered iron bearings; easy height adjustment. **Handle:** Bail type. **Color:** White engine and handle. Green housing. **Net Weight:** 51 lbs. **Shipping Weight:** 57 lbs.

BAFFLE The curved shield at the back gives rounder contour to the cutting chamber, creates suction that pulls grass upright for quicker, even cutting. It also prevents clogging, and serves as an extra steel guard between blade and operator.



Accessories:

Leaf
Mulcher. . Part No. 10-84
Quick-A-Matic Wheel
Adjuster
Kit . . . Part No. 23-36AS
Grass
Catcher. . Part No. 119-17

ATLAS TOOL & MANUFACTURING CO.

Founded in 1926

5151 Natural Bridge Blvd. • St. Louis, Missouri 63115

Meet and Beat Competitive Challenges with Profit-Making **BELLAIRES!**



BELLAIRE Model D20B Blade: 19" austempered steel; **Engine:** 4-Cycle, 3 H.P. Briggs & Stratton, Choke-A-Matic control; "Easy-Spin" rewind starter; **Housing:** 16-gauge steel, 20" deck, staggered wheel; **Baffle:** Curved non-clog design gives greater safety and more grass-lift suction for cleaner, faster cutting; **Trimming Edge:** 1/2"; **Wheels:** 7" diameter, oil impregnated sintered iron bearings, easy height adjustment. **Handle:** Bail type; **Color:** White engine and handle; green deck; **Net Weight:** 44 lbs.; **Shipping Weight:** 52 lbs.

Accessories: Leaf Mulcher Part No. 12-51
Quick-A-Matic Wheel Adjuster
Kit Part No. 23-36AS
Grass Catcher Not Available



BELLAIRE Model D22B-3 Blade: 21" austempered steel; **Engine:** 4-Cycle, 3 H.P. Briggs & Stratton, rewind starter, Choke-A-Matic control; **Housing:** 14-gauge steel, 22" deck, staggered wheel; **Baffle:** Curved, non-clog design gives greater safety and more grass-lift suction for cleaner, faster cutting; **Trimming Edge:** 1/2-inch; **Wheels:** 7" diameter, oil impregnated sintered iron bearings, easy height adjustment. **Handle:** Bail type; **Color:** White engine and handle, green deck; **Net Weight:** 53 lbs.; **Shipping Weight:** 60 lbs.

Accessories: Leaf Mulcher Part No. 12-27
Quick-A-Matic Wheel Adjuster
Kit Part No. 23-36AS
Grass Catcher Not Available

REPLACEMENT BLADES

Model D20B Blade No. 1-75
Model D22B-3 Blade No. 1-77
Model J22C Blade No. 1-77
Blade Adapter for all the above 15-13

PROTOTYPE OF MODEL 7130 ATLAS 30" RIDING ROTARY MOWER
SPECIFICATIONS



Engine: Briggs & Stratton, 7 H.P., recoil starter.

Mowing unit: Floating, and removable, 12 gauge deck, 30" blade.

Transmission & Differential: Transaxle with 3 forward speeds. 1 reverse.

Brakes: Disc type foot brake, and parking brake.

Cutting height adjustment: Quick, one lever, On-The-Go, 5 positions.

Blade clutch.

Seat: Adjustable, with cushion, back rest.

Handle : Bicycle type, adjustable.

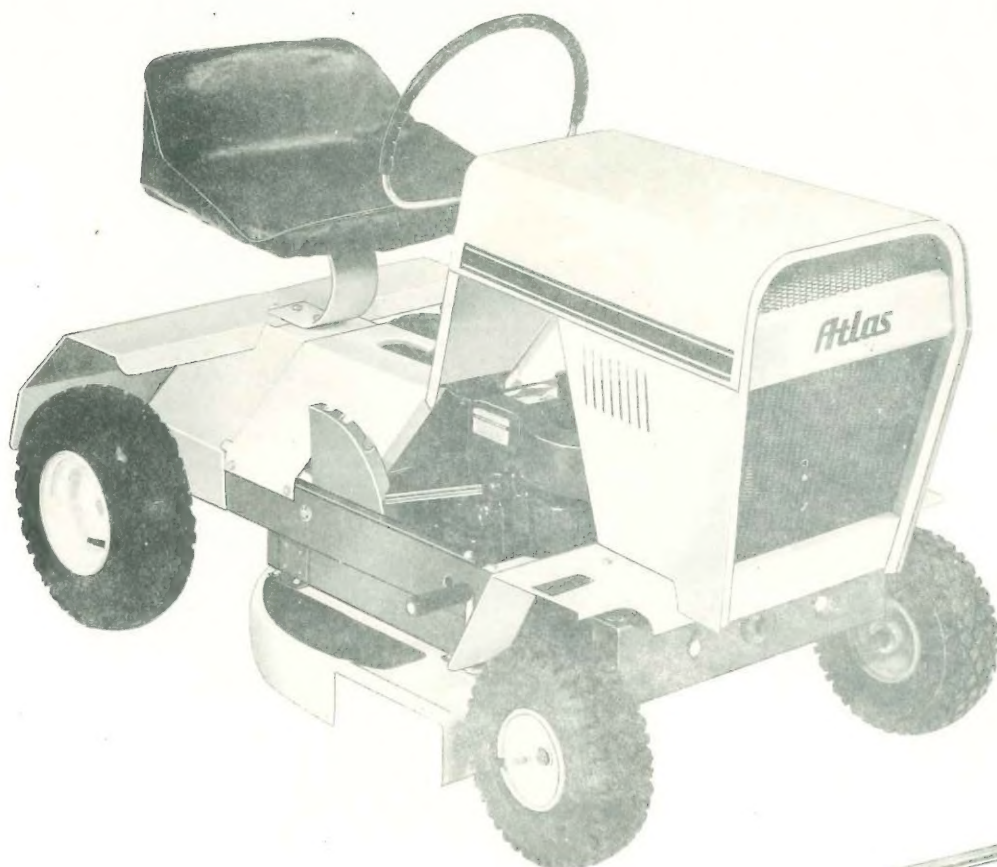
Tires: Front - Terra type
tread 11 x 4.00

Rear - Terra type
tread 16 x 6.50

Pivoting front axle.

Accessories: Snow removal
blade, dump cart.

Atlas 1967 24-Inch RIDING MOWERS



MODEL R5124

Engine:	5 H.P. Briggs & Stratton Recoil Starter
Cutting width:	24 inches
Cutting heights:	On-the-go adjustments 1½" to 3½"
Overall width:	26½ inches
Overall length:	51½ inches
Seat:	Bucket seat with 3 adjustments
Transmission:	3 speeds forward, 1 reverse
Tires: Front	4.10-3.50 x 4 approx. 10½" Pneumatic
Tires: Rear	12.5-4.50 x 6 approx. 13½" Pneumatic
Speeds:	1¾ to 7 M.P.H.
Finish-color:	Chrome orange and charcoal brown
Approx. ship. wt.:	225 lbs.

MODEL R4124

Engine:	4 H.P. Briggs & Stratton Recoil Starter
Cutting width:	24 inches
Cutting heights:	On-the-go adjustments 1½" to 3½"
Overall width:	26½ inches
Overall length:	50 inches
Seat:	Tractor type with 3 adjustments
Transmission:	2 speeds forward, 2 reverse
Tires: Front	10 x 2.75 semi-pneumatic
Tires: Rear	4.10-350 x 6 approx. 12½" Pneumatic
Speeds:	2 to 5 M.P.H.
Finish-color:	Chrome orange and charcoal brown
Approx. ship. wt.:	210 lbs.

